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- $$\begin{array}{c} \text{H} \quad \text{H} \\ | \quad | \\ \text{R}^1 \quad \text{R}^2 \\ | \quad | \\ \text{[PHOTO]}-\text{O}-\text{C}-\text{O}-\text{R}^3 \end{array}$$

$R^1$  is selected from:

- $R^2$  is selected from:

- i) hydrogen;
- ii)  $R^1$ ;

wherein R<sup>1</sup> and R<sup>2</sup> are moieties when taken together with a carbonyl unit comprise an aldehyde or a ketone which is capable of being released by said photo labile compound; and

**R<sup>3</sup> is a unit derived from a fragrance raw material alcohol.**

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wherein X is:

- i) -O-;
- ii) -NH-;
- iii) -S-;
- iv) or mixtures thereof;

R is a photo-labile unit modulating group;

R<sup>1</sup> is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof;

R<sup>2</sup> is selected from:

- i) hydrogen;
- ii) R<sup>1</sup>;

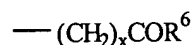
wherein R<sup>1</sup> and R<sup>2</sup> are moieties when taken together comprise an aldehyde or a ketone which is capable of being released by said photo labile compound;

R<sup>3</sup> is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof;

R<sup>4</sup> is selected from:

- i) hydrogen;
- ii) halogen;
- iii) -OR';
- iv) -N(R')<sub>2</sub>;
- v) -SR';
- vi) nitrilo;
- vii) a carbonyl comprising unit having the formula:



wherein R<sup>6</sup> is hydrogen, -OR', -N(R')<sub>2</sub>, C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl, C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl, or mixtures thereof;

- viii) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ix) or mixtures thereof.

3. A conjugate according to Claim 2 wherein X is oxygen.

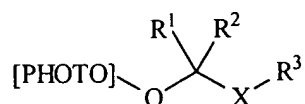
4. A conjugate according to Claim 2 wherein R is selected from:

- i) hydrogen;
- ii) halogen;
- iii) -OR';
- iv) -N(R')<sub>2</sub>;
- v) -SR';
- vi) -CN;
- vii) -NO<sub>2</sub>;
- viii) -C(O)R';
- ix) -C(O)OR';
- x) -OC(O)R';
- xi) -SO<sub>2</sub>R';
- xii) -SO<sub>3</sub>R';
- xiii) -OSO<sub>2</sub>R';
- xiv) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- xv) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic heterocarbyl;
- xvi) or mixtures thereof;

wherein R' is hydrogen, C<sub>1</sub>-C<sub>20</sub> hydrocarbyl, -OH, and mixtures thereof;

5. A conjugate according to Claim 4 wherein R is -OH, C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl; or mixtures thereof.
6. A conjugate according to Claim 5 wherein R is -OH.
7. A conjugate according to Claim 3 wherein R<sup>1</sup> and R<sup>2</sup> comprise a fragrance raw material ketone.
8. A conjugate according to Claim 3 wherein R<sup>1</sup> and R<sup>2</sup> comprise a fragrance raw material aldehyde.
9. A conjugate according to Claim 3 wherein R<sup>3</sup> is a unit derived from a fragrance raw material alcohol.

10. A conjugate according to Claim 2 wherein X is -NH-.
11. A conjugate according to Claim 10 wherein R<sup>1</sup> and R<sup>2</sup> comprise a fragrance raw material ketone.
12. A conjugate according to Claim 10 wherein R<sup>1</sup> and R<sup>2</sup> comprise a fragrance raw material aldehyde.
13. A system for delivering a fragrance accord, said system comprising:
  - a) from about 0.0001% by weight, of a photo-activated pro-accord conjugate, said pro-accord conjugate having the formula:



wherein [PHOTO] is a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-accord unit;

X is:

- i) -O-;
- ii) -NH-;
- iii) -S-;
- iv) or mixtures thereof;

R<sup>1</sup> is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof;

R<sup>2</sup> is selected from:

- i) hydrogen;
- ii) R<sup>1</sup>;

wherein R<sup>1</sup> and R<sup>2</sup> are moieties when taken together comprise an aldehyde or a ketone which is capable of being released by said photo labile compound; and

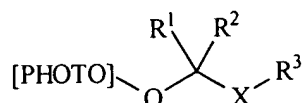
R<sup>3</sup> is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;

- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof; and
- b) the balance carriers and other adjunct ingredients.

14. A method for delivering an accord to a situs, said method comprising the steps of:

- A) delivering to a situs a photo-activated pro-accord conjugate having the formula:



wherein [PHOTO] is a photo-labile unit which upon exposure to electromagnetic radiation is capable of releasing a pro-accord unit;

X is:

- i) -O-;
- ii) -NH-;
- iii) -S-;
- iv) or mixtures thereof;

R<sup>1</sup> is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof;

R<sup>2</sup> is selected from:

- i) hydrogen;
- ii) R<sup>1</sup>;

wherein R<sup>1</sup> and R<sup>2</sup> are moieties when taken together comprise an aldehyde or a ketone which is capable of being released by said photo labile compound; and

R<sup>3</sup> is selected from:

- i) C<sub>1</sub>-C<sub>20</sub> substituted or unsubstituted, linear or branched, cyclic or acyclic hydrocarbyl;
- ii) C<sub>3</sub>-C<sub>20</sub> substituted or unsubstituted, cyclic or acyclic heterocarbyl;
- iii) or mixtures thereof;

said pro-accord capable of releasing one or more fragrance raw materials; and

- B) exposing said pro-accord to electromagnetic radiation capable of initiating release of said fragrance raw materials.